

Comparisons of Job Characteristics

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Editors (27-3041)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

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<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 84

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Editors (27-3041)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
English Language	11.2	20.8	19.5	0	Current knowledge level may be sufficient
Communications and Media	5.3	20.6	18.4	<	Expanded education and/or training may be required
History and Archeology	2.6	6.9	3.3	<<	Extensive education and/or training may be required
Fine Arts	2.2	6.0	4.8	<	Expanded education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 81

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Editors (27-3041)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Reading Comprehension	10.7	18.5	13.2	<<	Extensive development of skills in this area may be required
Writing	9.2	16.7	12.8	<<	Extensive development of skills in this area may be required
Time Management	8.9	11.5	11.8	0	Current skill level may be sufficient
Quality Control Analysis	5.9	11.2	1.0	<<	Extensive development of skills in this area may be required
Negotiation	6.8	9.8	9.1	0	Current skill level may be sufficient
Management of Personnel Resources	6.9	9.5	7.9	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 92			
Focus Occupation: Public Relations Specialists (27-3031) Associated Occupation: Editors (27-3041)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Written Expression	9.8	17.5	14.0	<<	Extensive improvement in abilities may be required
Written Comprehension	11.0	17.3	13.6	<<	Extensive improvement in abilities may be required
Near Vision	11.1	14.6	11.5	<<	Extensive improvement in abilities may be required
Fluency of Ideas	7.6	12.6	10.3	<	Some improvement in abilities may be required
Originality	7.6	12.0	10.1	<	Some improvement in abilities may be required
Category Flexibility	9.0	11.1	8.0	<<	Extensive improvement in abilities may be required
Flexibility of Closure	7.8	10.6	6.6	<<	Extensive improvement in abilities may be required
Perceptual Speed	7.4	9.7	5.7	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 70
Focus Occupation: Public Relations Specialists (27-3031) Associated Occupation: Editors (27-3041)		
Work Activities	Exclusivity of Activity	
Communicate visually or verbally	56	
Coordinate production materials, activities or processes	81	
Direct and coordinate activities of workers or staff	3	
Edit written material	68	
Ensure correct grammar, punctuation, or spelling	48	
Use word processing or desktop publishing software	17	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: n/a

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Editors (27-3041)

Tools and Technologies

Exclusivity

Tools and technology data is unavailable for one or both occupations.

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.